ONSUMER RESPONSE UPDATE

Ontario
Ontario Tourism Marketing Partnership Corporation
Partenariat ontarien de marketing touristique

tember 2003: Issue N°19

ILIGHTS

- September, registrations with OntarioTravel.net the second highest ever seen in a single month! September 18 recorded the highest number of rations for one day ever!
- September, fulfil!ment requests jumped 55% over mber 2002!
- date, 39,400 consumers have opted to receive e-eting material from OTMPC!

SITES

SUMER SITE – www.OntarioTravel.net

September, 108,700 user sessions were recorded ntarioTravel.net. Though a lower level than ded last year (-16%), September 2002 posted an ually high level of user sessions due to testing of, work on, OntarioTravel.net in preparation for its l launch in October 2002. Because this was a -out month, when looking prior to it, September's sessions were 74% greater than in September and 126% greater than in September 2000!

r sessions, averaging 3,600 per day in September, highest on the 17 (5,800 user sessions) and 18 0 user sessions). Fall direct mail postcards and nd Snowmobile e-mails, all urging consumers to OntarioTravel.net's contest sites, would have been ved by consumers on, and around, these days.

r the homepage at OntarioTravel.net in mber, the Snowmobile (5,300 user sessions) and 2,500 user sessions) contest sites were the most ar pages.

the period January to September 2003, user ons were up 7% over the same period last year.

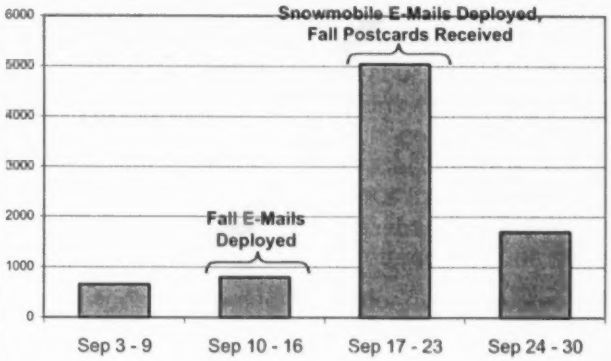
STERED CONSUMERS

September, registrations with OntarioTravel.net ed 8,300. Registrations have only ever been higher single month once, in June 2003, when three sts (Summer, Angling, Adventure) were running.

istrations to OntarioTravel.net were higher than al in September because of OTMPC's Fall contest opular Snowmobile contest, which encouraged consumers to register for their chance to win a prize. Of registrations in September, 55% were generated by the Snowmobile contest and 35% by the Fall contest!

- September also saw the highest number of registrations for one day ever! On September 18, 1,300 registrations were made with OntarioTravel.net. The majority of these registrations (87%) were made in response to the Snowmobile contest; most (54%) were initiated by the Snowmobile e-mails distributed to consumers on September 17.

Registrations with OntarioTravel.net: Sep-03



- To date, 64,100 consumers have registered with OntarioTravel.net! Of these, 39,400 have opted to receive e-marketing material from OTMPC!

PARTNERS SITE –www.TourismPartners.com

- In September, user sessions at Tourism Partners.com dropped 6% over September 2002. As with the consumer site, the drop came over a month with an unusually high level of user sessions, logged in preparation for the site's official launch.
- For the period January to September 2003, user sessions were up 18% over the same period last year.

REGISTERED PARTNERS

- To date, 3,500 partners have registered with TourismPartners.com.
- Registrations, which averaged 315 per month

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ng the launch of the site in October 2002 to 2003, started to slow in the Spring, averaging r month for the period April to September 2003. rations in September (150) were the lowest ed for a single month since the site launched.

CENTRE

to the Call Centre in September, totalling 21,100, d 20% over September 2002. For the period y to September 2003, call volume has dropped, rage, 22% per month versus last year. The drop, can be attributed to the shift in the call-to-action OTMPC advertising (from phone line to Web er the past year.

lls to the Call Centre in September, OTMPC's d Patriotic TV spots, running in Ontario during the generated nearly 400. In both spots, the call-to- to 1-800-ONTARIO was secondary, and ed only at the very end of each.

calls came into the Call Centre in September in se to Fall Postcards dropped September 12 (in) and 15 (in Montreal). As with OTMPC's TV in September, the call-to-action to 1-800- RIO was secondary to the Web site on the ds. Last September, 2,500 calls came into the entre in response to Fall postcards, which, last splayed 1-800-ONTARIO as the primary call-to-

offered to agents in September were greatest in on the 2nd. Calls typically increase in volume the owing a statutory holiday (in this case, Labour nday).

lls to the Call Centre in September, the majority came from Canada and the remainder (13%) e U.S. Of Canadian calls, 90% originated in . Of American calls, 63% originated in Ontario's r states. The percentage of calls coming from ans versus Americans was unchanged over ber 2002.

LLMENT CENTRE

ment requests reached 27,800 in September w 55% over September 2002!

mber's growth in fulfillment requests seems to ccurred because of the ability consumers now have to order fulfillment online. In September, 10,100 fulfillment pieces were ordered through OntarioTravel.net. Without these online fulfillment orders, requests would have been flat over September 2002.

- Requests for Fall travel planning tools were among the top fulfillment requests in September. In September, Fall direct mail postcards, a Fall TV spot and Fall Francophone newspaper ads all urged consumers to order their free Fall Getaway Packages. More than double the amount of Fall Experience and Events Guides were ordered this September versus last.

Top 5 Fulfillment Requests: September 2003

	Fulfillment Piece / Guide	Quantity Distributed
1	Ontario Road Map	4,954
2	Fall Experience Guide	3,926
3	Fall Events Guide	3,706
4	Ontario Reference Guide	2,369
5	Ontario Adventure Guide	1,566

- As well, consumers are already showing an interest in snowmobiling. More Snowmobile Guides were ordered in September than in October and November 2002 combined. OTMPC launched its Snowmobile campaign earlier this year than last, deploying approximately 30,000 direct e-mails mid-September to consumers who opted in with OntarioTravel.net. E-mail was not used as a tactic in last year's campaign.

ONLINE PUBLICATIONS

- In September, the top downloaded publications from OntarioTravel.net were as follows:

Top 5 Online Publications: September 2003

	Online Publication	Quantity Downloaded
1	Fall Colour Report	21,383
2	Fall Events Guide	19,777
3	Fall Experience Guide	12,304
4	Ontario Reference Guide	4,129
5	Ontario Adventure Guide	3,315

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